



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Terms of Reference

Development of Prishtina Brand & Digitalization of Info Point

Introduction:

The Promoting Private Sector Employment (PPSE) is a project in Kosovo financed by the Swiss Agency for Development and Cooperation (SDC), and implemented by a consortium of Swisscontact and Riinvest Institute. PPSE started implementation of Phase II (November 2017 to November 2021), after successful completion of the implementation of Phase I (November 2013 to November 2017). The project uses the Market System Development (MSD), using practical sector analysis which includes: sector problems, underlying causes, related services and its weaknesses, actors, and interventions proposed.

The goal of the project is to facilitate the creation of gainful and inclusive employment for young men, women and minorities benefiting from dynamic SME's in the growing sectors. PPSE works through facilitating sustainable interventions that leads SMEs to improve their offer, efficiency and competitiveness within a growing, improved and better organized inclusive market systems. The project is focused on two main sectors: Food and Natural Ingredients sector and Tourism sector.

Background:

Tourism is one of the priority sectors of PPSE in the 2017-2021 phase of implementation. Specifically, the project will focus in product development and reutilisation or tourism attractions' potential. According to the statistics, the cultural, historical and archaeological attractions are not properly managed with limited or no access for tourists, or do not utilise their potential to keep tourists longer and spend more. In this regard, PPSE is collaborating with the Municipality of Prishtina – Department of Culture, Youth and Sports in the field of tourism, for the second year now (signed MoU in March 2019) specifically in finding the best modalities for proper management and reutilisation of cultural attractions, developing new tourism products and attractions and providing the necessary skills set to develop the capacities of cultural guides in Prishtina Municipality. Therefore, PPSE will support The Department of Culture, Youth and Sports within the Municipality of Prishtina by engaging a local company that will support the Municipality in digitalizing the Info Point and create the touristic brand for Prishtina.

The project aims to:

- Increase the involvement of citizens and visitors in cultural and artistic events of Prishtina
- Make I Prishtina the touristic brand of Prishtina
- Provide accurate information regarding tourism and touristic places/activities in Prishtina
- Promote local tourism and accommodation, food and drink businesses in Prishtina
- Promote art and cultural organizations of Prishtina
- Promote local guides
- Promote activities and events (things to do) in Prishtina

Objective:

Objective 1. Create and develop the visual brand of I Prishtina

Objective 2. Create designs for print and digital platforms

Objective 3. Provide information regarding cultural events in Prishtina, through content creation, including text, photos and videos.

Objective 4. Provide information regarding tourism and touristic places/activities in Prishtina

Objective 5. Promote Prishtina as a touristic destination

Tasks and Responsibilities of the contractor:

- Development and design the brand (I Prishtina visual identity, including logo, tone of voice and colors)
- Development and design of the website
- Maintenance of the website
- Content for the web and social media pages
- Create and manage social media pages, including Instagram, Facebook and Youtube

Other Tasks and Responsibilities:

- The website must be responsive and mobile friendly
- Through SEO (search engine optimization), the website shall be ranked among the highest when Prishtina is searched as a touristic destination
- Social media, including Instagram, Facebook, Twitter and YouTube; respective buttons must be integrated in the website
- Photos and videos to be used must have ownership by the photographer and/or the entity from where the content is obtained
- Handover to Municipality of Prishtina all intellectual property rights of text, images & videos, site specifications and other data
- Create the brand book which will be delivered to the Municipality of Prishtina

Domain: The domain of the portal will be I Prishtina, unless the contractor introduces a more creative proposal.

Security:

- The contractor must hand over to the Municipality of Prishtina the source code of the domain

Maintenance:

- In the first year after signing the contract, the contractor is responsible to manage the website and social media.

- The contractor will deliver a two-day training for relevant representatives of the Municipality of Prishtina, regarding the maintenance and functioning of the website and I Prishtina brand and prepare written instructions in the form of a manual how to maintain the webpage and how it functions.
- Every information to be added, changed or edited, must be done with prior consent from the Municipality of Prishtina
- The contractor must do at least 3 posts/week, in web and social media channels

Content:

- I Prishtina website shall include all the information regarding cultural and artistic events that take place in Prishtina. The website shall also secure information regarding touristic destinations in Prishtina. The information shall be provided in three languages: Albanian, Serbian and English
- The information regarding main touristic destinations in Prishtina shall be provided through pictures (professional and original), videos and text.
- The content and information for the platforms will be provided by the contractor, including the visual content (photos and videos)
 - o Information that has gone through the proper fact-checking process regarding the Municipality of Prishtina will be provided by the Municipality
 - o If such information as above is provided by the contractor, consent by the Municipality of Prishtina is required

Deliverables and Timeframe:

	Deliverables	Due date
1.	Submission of the work-plan which describes how the work will be implemented	29 Nov, 2019
2.	Submission of three branding proposals	29 Nov, 2019
3.	Report to the Municipality of Prishtina and Swisscontact/PPSE	Monthly
4.	Submission of all designs for the brand I Prishtina	27 Dec, 2019
5.	Submission of website	27 Dec, 2019
6.	Submission of the final report	27 Dec, 2019
7.	Submission of the brand book	27 Dec, 2019
8.	Training	Sep, 2020

Selection Criteria:

The selection of the contractor will be based on the following criteria:

- Quality of the suggested approach for creating the I Prishtina brand and website
- Company portfolio
- Financial offer
- Active in the market for at least 3 years
- The contractor (company) must have at least 3 years of professional experience in branding, web design and other creative services
- Team leader must have at least 5 years of experience in branding, web design and other creative services
- Team members must have at least 2 years of experience in branding, web design and other creative services.

Documents to be submitted:

1. A one page document to describe the approach for creating the Prishtina brand and website
2. Background information of the company including CV's of the team leader and other team members who will be engaged in creating the brand and the website
3. Business registration certificate
4. Portfolio of the company, which contains branding & design projects and website development projects, which will help the Municipality of Prishtina and Swisscontact/PPSE comprehend the capacities of the company to deliver the work
5. References of at least 2 previous projects, relevant to branding, design and website development. The references shall include contact information of the clients
6. Financial offer

Deadline to submit the application:

The applicants must submit the required documents **by 9 October, 2019 COB** by electronic mail at ppseinfo@swisscontact.org

Duration of engagement:

The contractor will be engaged for 12 months after signing the contract.